WSDA

The Washington State Department of Agriculture (WSDA) is a government agency that protects and promotes the state's agriculture industry. They work with farmers, processors, and distributors to support the agricultural economy, while ensuring food safety and conserving natural resources.

Industry

Public Sector, Agriculture

Size

501 - 1000 employees

Location

Olympia, Washington

The Challenge

The Washington State Department of Agriculture (WSDA) had an outdated website built with HTML, JavaScript, and CSS. Most employees lacked knowledge of webpage optimization for mobile user experiences, making it difficult to maintain the site's catalog of thousands of pages. WSDA had to train multiple employees in website coding and use of outdated web editing tools to keep pages up to date. One webmaster spent a significant amount of time answering repetitive questions and fixing mistakes, making it necessary to find a way to enable more employees to maintain web pages without relying heavily on the webmaster.

The Solution

WSDA selected Faye (formerly Status Not Quo) after an RFI/RFP process to help them overcome their website challenges. Faye worked with WSDA to understand their requirements and chose Kentico as their CMS platform, allowing WSDA to manage web content easily. Faye redesigned the website to be more accessible, user-friendly, and optimized for mobile devices. The Faye team consolidated 1,000-2,000 web pages and media files into the new website framework, migrated content accurately and securely, and provided recorded Kentico training sessions for employees.

The Outcome

With Faye's help, WSDA experienced significant improvements in website metrics, such as a **3x increase in mobile usage** and **steady website traffic growth**. The CMS output's accessible structure met the §508 of the Rehabilitation Act, ensuring website compliance with accessibility standards, better serving all constituents, including those with disabilities. WSDA now has ongoing support from Faye, providing access to a knowledgeable developer who can consult on programming and usage issues related to Kentico, allowing them to continue improving their website over time.

Would you like help improving your website's accessibility and UX? Reach out to our team today to get started!

Schedule a call